

## Goal: ECONOMIC VITALITY

### Desired Community Condition(s)

The economy is diverse and broad-based.

### Program Strategy: INTERNATIONAL TRADE

39512

Support international trade efforts and retention of local businesses.

Department: CHIEF ADMINISTRATIVE OFFICER

### Service Activities

International Trade

### Strategy Purpose and Description

To increase international business and trade opportunities for Albuquerque companies. This includes, but is not limited to, the export of goods and services, assisting companies to become export-ready, marketing Albuquerque's technology and R&D base to attract international business, and facilitating international technology research and development collaborations and partnerships. This is achieved by working in partnership with local and state trade partners to sponsor trade missions, host foreign business delegations, assist in market research for companies, distribute trade leads, developing numerous contacts abroad, and present various business seminars on opportunities in specific countries.

Due to the tragic events of 9-11, perception of a world-wide recession, and concerns of terrorist activity, local companies have been more ambivalent about expanding business abroad. For these reasons, and due to budgetary considerations, international trade and business missions were postponed to a later date. □ □

### Changes and Key Initiatives

Expand international trade programs. Add additional staff, increase trade contacts, trade missions, seminars. Continue to partner with Sandia Labs and others in the technology community for fourth annual AIRDS conference.

### Priority Objectives

#### Fiscal Year Priority Objectives

2005 OBJECTIVE 3. Create an international trade office to generate job development by increasing international trade activity. Report to the Mayor and City Council by the end of the second quarter, FY/05, on the results of this effort.  
OBJECTIVE 11. Develop a market analysis and plan in conjunction with the State that establishes demand for direct flights between Albuquerque and Mexico by March 2005.

### Input Measure (\$000's)

2001	110	110 GENERAL FUND	15
2002	110	110 GENERAL FUND	15
2003	110	110 GENERAL FUND	22
2004	110	110 GENERAL FUND	120
2005	110	110 GENERAL FUND	238

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
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<p><b>Increase:</b>  <b>1) Exports of goods and services;</b>  <b>2) Awareness of international trade as a vehicle for market growth;</b>  <b>3) Marketing of Albuquerque companies abroad; and</b>  <b>4 ) Recognition of Albuquerque as an international business destination</b></p>	<p><i>1. Conduct Trade and International Business Missions (in collaboration with Trade Partners)</i>  <i>Projected: Southern Cone - Brazil, Argentina, Chile - Spring 2002 (max of 10 companies in emerging technology sectors: Information Technology, Environment, Energy, Biomed/Biotech</i></p>	<p>2001</p>	<p>see notes</p>	<p><i>Accomplished: new Mexico Border Opportunities Tour-March 2001 (10 companies, 35 participants- multt sectorial)</i></p>
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2002 NA

*1. Trade programming & business briefings.* 2003 NA

<p><b>Increase:</b>  <b>1) Export of goods and services.</b>  <b>2) Trade lead development and referral.</b>  <b>3) Promotion of Albuquerque companies abroad.</b>  <b>4) Awareness of international trade as a vehicle for market growth.</b></p>	<p><i>1. Develop international business contacts.</i>  <i>2. Host reverse trade missions and conduct trade missions abroad.</i>  <i>3. Provide trade programming for new-to-export, ready-to-export, and exporting companies.</i>  <i>4. Trade lead referrals</i>  <i>5. Assistance with business inquiries, brokering international business, and market research.</i></p>	<p>2004</p>	<p>NA</p>
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2005 NA

Strategy Outcome	Measure	Year	Project	Mid Year	Actual	Notes
Promote Albuquerque as an international business destination.	<i>Attracting business delegations and foreign direct investment (FDI)opportunities from abroad.</i>	2004	NA			<i>The Annual Iberoamerican Research and Development Summit (AIRDS) is marketed to all Iberoamerican countries to promote Albuquerque as a technology area and to create an positive business image. AIRDS provides an opportunity to attract foreign technology companies to Albuquerque.</i>
		2005	NA			

**Goal:** **ECONOMIC VITALITY**  
**Parent Program Strategy:** INTERNATIONAL TRADE  
**Department:** **CHIEF ADMINISTRATIVE OFFICER**

**Service Activity:** International Trade

3965000

### ***Service Activity Purpose and Description***

The purpose is to facilitate the export of goods and services of Albuquerque companies.

The COA Trade Program administers some and participates in all of the following on-going Partnerships with different international trade and tourism objectives:

Latin American Skiing and Winter Sports Marketing Council FKA New Mexico Ski Partnership

Annual Iberoamerican Research and Development Summit (AIRDS) & AIRDS Foundation

Initiative to Sustain Direct International Flights

New Mexico Trade Partners (Includes New Mexico Trade Division) FKA Central New Mexico Trade Partnership

### ***Changes and Key Initiatives***

Focus on the export of technical and non-technical services.

Fourth Annual Iberoamerican Research and Development Summit (AIRDS), May 2004. This event is presented in partnership with Sandia National Laboratories and MAPA Incorporated. The purpose is to promote Albuquerque as a "Gateway in the United States" for foreign technology companies and to facilitate international business and partnerships. Between 200-250 delegates from Iberoamerican countries are expected to participate.

Initiative to build a fly market with Mexico in order to sustain direct international flights.

### ***Input Measure (\$000's)***

2002	110	110 GENERAL FUND	15
2003	110	110 GENERAL FUND	22
2004	110	110 GENERAL FUND	120
2005	110	110 GENERAL FUND	238

### ***Strategic Accomplishments***

FY/03 accomplishments: 1. AIRDS 2003 focused on advanced manufacturing and small technology (microsystems, MEMS, and nanotechnology). 2. Service Export Seminar II on technical service exports. 3. Various international business briefings and trade workerbee lunches. 4. Country specific briefings on Brazil and Mexico. 5. Hosted several international business representatives and delegations. Scheduled company meetings and interactions based on mutual business interests. 6. Launched the Initiative to Sustain Direct International Flights -work with city, state and federal officials to secure direct international flights and with tourism, retail, entertainment, and business stakeholders to build the market necessary to sustain such flights. 7. Formalized the AIRDS Executive Committee collaboration into the incorporated and not-for-profit AIRDS Foundation. 8. Trade lead development from new and existing business contacts, international organizations, and AIRDS participants. 9. With trade partners, presented the first annual Chihuahua-Albuquerque BiNational Trade Conference. 10. Follow-up work on various outcomes of AIRDS 2002, including foreign direct investment (FDI) opportunities.

FY/04 accomplishments (projected):

1. Fourth Annual Iberoamerican Research and Development Summit (AIRDS), biomedical/biotechnical, May 2004.
2. Service Export Seminars III (technical exports continued) & IV (traditional professions).
3. Various international business briefings and trade workerbee lunches on topical issues including multi-lateral development banks, Global Technology Network, etc.
4. Country specific briefings on Canada, India, and Germany.
5. Host several international business representatives and delegations. Schedule company meetings and interactions based on mutual business interests.
6. With trade partners, present the second annual Chihuahua-Albuquerque BiNational Trade Conference.
7. Follow-up work on business opportunities generated by AIRDS 2003.
8. Increase trade lead development via strategic alliances with development banks, NGO's, etc.
9. Trade mission to Cd. Chihuahua, and depending on budgetary considerations, a mission to Europe or Asia.

### ***Output Measures***

<i>Year</i>	<i>Projected</i>	<i>Mid-Year</i>	<i>Actual</i>	<i>Notes</i>
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Host Reverse Trade & Business Missions (Hosting Foreign Business Delegations & matching business interests with local companies)	2001			7	
	2002	7			
Host Reverse Trade & Business Missions (Hosting Foreign Business Delegations & matching business interests with local companies)	2003	7			
	2004	7			
	2005	7			
<b>Output Measures</b>	<b>Year</b>	<b>Projected</b>	<b>Mid-Year</b>	<b>Actual</b>	<b>Notes</b>
Meet with foreign dignitaries and business representatives to Explore Business Opportunities	2001			40	
	2002	40			
Meet with foreign dignitaries and business representatives to Explore Business Opportunities	2003	45			
	2004	55			
	2005	55			
<b>Output Measures</b>	<b>Year</b>	<b>Projected</b>	<b>Mid-Year</b>	<b>Actual</b>	<b>Notes</b>
Number of Trade Lead Referrals, Assistance in Brokering International Business Initiatives, and International Business Assistance Inquiries.	2001			10	
	2002	10			
Number of Trade Lead Referrals, Assistance in Brokering International Business Initiatives, and International Business Assistance Inquiries.	2003	12			
	2004	12 - 20 / month			
	2005	12 - 20 / month			
<b>Output Measures</b>	<b>Year</b>	<b>Projected</b>	<b>Mid-Year</b>	<b>Actual</b>	<b>Notes</b>
Present Export-Ready Business Seminars highlighting different countries and export assistance programs.	2001			5 to 6	

Present Export-Ready Business Seminars highlighting different countries and export assistance programs.	2002	3 to 4
Present Export-Ready Business Seminars highlighting different countries and export assistance programs.	2003	5 to 6
	2004	8 to 10
	2005	8 to 10